

BANGALORE

**THE HINDU
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You can now donate half-a-day's salary to educate slum children

ING Vysya-Parikrma initiative launched in Brazil, India

To transform the lives of children from slums in Bangalore, Orange Savings from ING Vysya Bank and Parikrma jointly launched a programme, "change your world in half-a-day" on Thursday.

Member, executive board of ING Vysya Group, Netherlands, Eli Leenaars, launched the initiative, which allows employed Bangaloreans to donate their half-day's salary to help provide quality education to slum children at Parikrma's centres for learning.

Mr. Leenaars said that ING has planned a programme called "ING chances for children". This programme aims at educating deprived children in India, Brazil and Ethiopia before the end of 2007 and improving the quality of education in the local communities where ING runs its business. "The initiative with Parikrma is one such collaboration," he said.

Parikrma Chief Executive Officer Shukla Bose said the half-day salary deduction programme is not new. "What makes the programme unique is that each donor becomes a Parikrma stakeholder and an integral part of the programme. In addition, each donor gets two free tickets to a rock concert that will be held at the Palace Grounds on December 17," she said.

Ms. Bose said volunteers from Parikrma will visit corporate offices and screen short films on the activities of the foundation. "To reach out to thousands of employees in the IT capital, Orange Savings from ING Vysya Bank has provided marketing support. They have sponsored the programme as well as the rock concert, thus ensuring that all the 'half-day funds' go directly to the benefit of the children," she said. Parikrma manages four centres for learning (at Koramangala, Sahakaranagar, Jayanagar and Nandini Layout) where 620 children from 25 slums in the city are provided education, nutrition, healthcare and family care. Over 4,000 people from 56 companies participated in the programme last year and the amount collected is enough to bear the annual expenses of 120 children at the Jayanagar centre, she said.

"This year our objective is to raise funds for 300 children. We need over 8,000 people to make this a reality. More than 40 leading companies in the city have already to participate," she said.

The bank's Managing Director, Bart Hellemans, and athlete Ashwini Nachappa, were present. To participate in the programme, individuals can donate online at www.parikrmafoundation.org or drop a cheque (favouring Praikrma Humanity Foundation) at any ING Vysya Bank branch. Details can be had on 30309900 or 55373799.